





Introduction

Branding is essential to the Replicant experience.

The internal branding guide ensures that all visual design elements associated with Replicant are applied accurately in every application.

The intention of this branding guide is to **create consistency in the visual image** and representation of the Replicant brand to keep it unique and focused.



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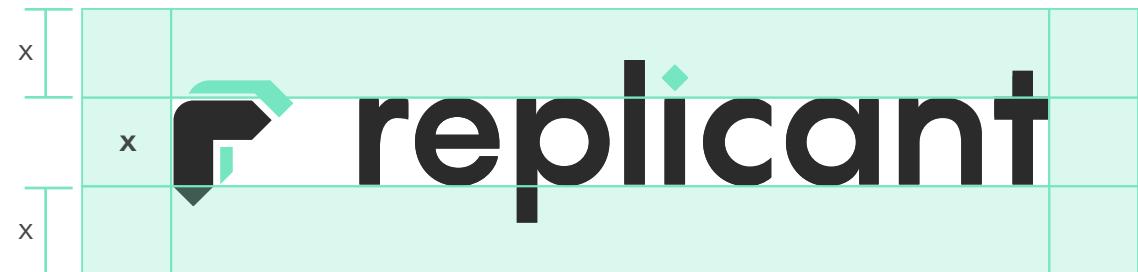
Example Usage

Logo
Precept

Logo Clearance

The logo clearance gives the logo enough space for more **visual effectiveness** and to ensure that the logo does not get compromised by other design elements.

When using both the logomark and wordmark together, the spacing between the logomark and wordmark is equal to **half the width of the logomark**.



Minimum Sizing

This sizing has been established to ensure the logo is applied correctly in all sizes. The minimum size allows the logo to still be clearly **legible** and **identifiable**.

The actual size of the logo should be determined by the available **space**, **design aesthetics**, **functionality**, and **visibility**.



Digital: 30px height



Digital: 100px width



Digital: 30px height



The primary word and logo mark are to be used in conjunction whenever possible.



replicant

Logo Mark

Standalone logo mark use:

- in tight spaces
- replicant branded products or events
- as an accent
(on materials which already use the full logo elsewhere)

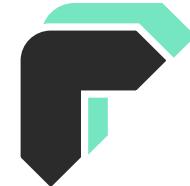
Word Mark

Standalone word mark use:

- in no known context

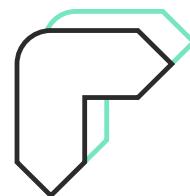
Color Logo

Use on white or neutral backgrounds.



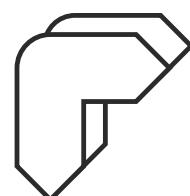
Outline Logo

Use per discretion. For high white space areas.



Black Logo

Use for print or black & white content as needed.



Color Logo

Use on dark or shaded backgrounds.



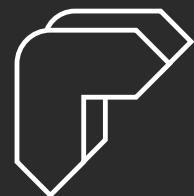
Dark Outline Logo

Use per discretion. For high spacing areas.



White Logo

Use for print or black & white content as needed.





DON'T change the the logo to an unspecified color



DON'T rotate the logo



DON'T apply any transparency effects to the logo



DON'T change the position of logomark in any way



DON'T use the logo on colors with similar colors/
poor contrast



DON'T use the logo on busy photographs



DON'T change the color of any part of the logo



DON'T add shadows, gradients, or effects to the logo



DON'T recreate or replace any elements of the logo

Brand Elements



The varying font weights are to be used per the users discretion.

Body

Avenir

Avenir - Black

Avenir - Light

“Use this font for body text in the appropriate weight”

* If unavailable use

<h1>Arial</h1> || <body>Proxima Nova</body>

Header

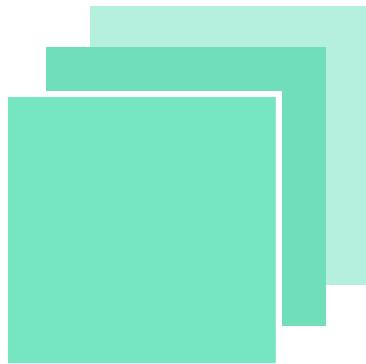
Pangram

Pangram - Bold

Pangram - Regular

Pangram - Light

“Use this font for headings in the appropriate weight”



primary accent color

#B4F0DD
#70DEBA
#76E5C1



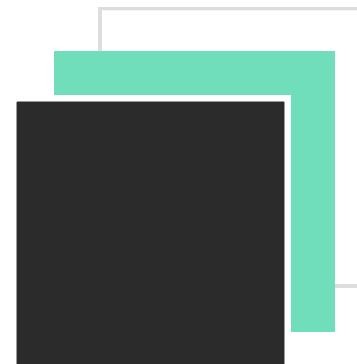
background color

#F2F2F2
#FFFFFF
#464646



secondary accent color

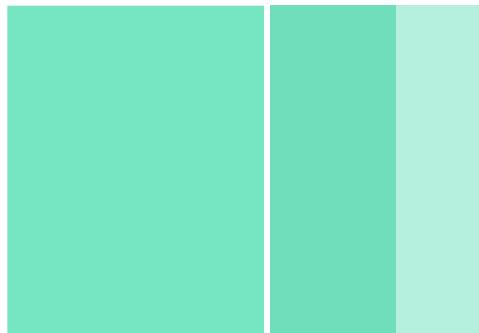
MULTI
#FFFFFF
#464646



text color

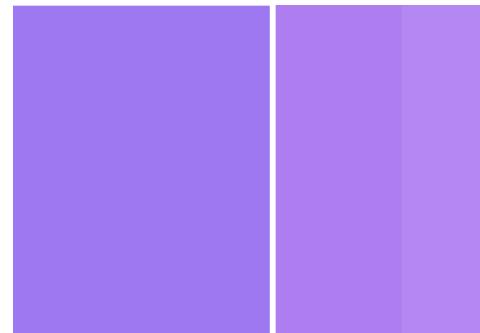
#FFFFFF
#70DEBA*
#2B2B2B

* = dependent on accent color



primary accent color

#76E5C1 || #70DEBA || B4F0DD



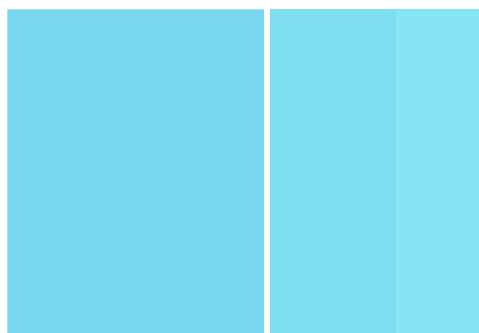
secondary accent color

#9D78F0 || #AE7DF1 || #B488F2



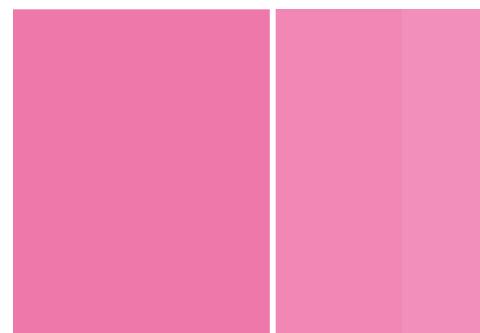
secondary accent color

#FB584E || #FE5F55 || FF6F65



secondary accent color

#78D7EF || #7DDFF1 || #88E4F2



secondary accent color

#EF78AB || #F087B5 || #F290BA



secondary accent color

#F5CC64 || #F7DA6B || #F8E078



Color

An extensible brand is a powerful one.

The core of the Replicant brand is the light green color set. This color-way conveys a professional yet friendly and pleasant experience to suit the company brand.

The secondary color palette supports the extensible nature of AI. This will allow Replicant to attribute a palette with each of its distinguished products. Each product can utilize the Replicant branding while having its own identity through color.



Logo
Permutation

 replicant

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Example
Usage

